



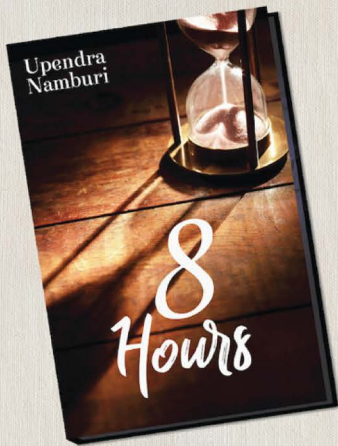
DRAGONS OF ASIA

**The 2018
Dragons of
Asia.
The Winners**

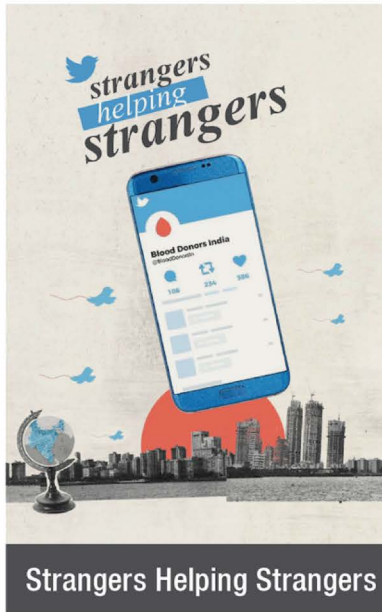


DRAGONS OF ASIA

2018 AGENCY OF THE YEAR The Social Street India



A Secret Book Launch



Strangers Helping Strangers



The Snake Guard



DRAGONS OF ASIA

2018 NETWORK OF THE YEAR





DRAGONS OF ASIA

2018 BEST CAMPAIGN IN ASIA

Starcom Pakistan
Coke and Edhi (Ramadan)
Bottle of Change
for The Coca-Cola Export Corporation

For their Coca-Cola Client, Starcom Pakistan created a national movement to raise funds for the Country's iconic social welfare organisation, the Edhi Foundation, during Ramzan (Ramadan).

A limited edition #BottleofChange label, featuring the Founder, Abdul Sattar Edhi, was created. The public simply placed their donations in the bottle and handed them in, at donation centres. Coca-Cola pledged to double all donations collected.

Fuelled by many Pakistani Celebrities, donations increased by almost 60% vs pre-Ramzan projections. Coca-Cola donated 20 million Rupees.





DRAGONS OF ASIA

2018 Best Campaigns by Country

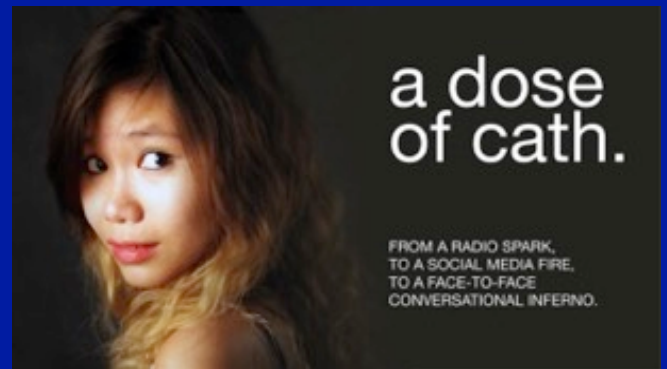
AUSTRALIA

Geometry Australia
XXXX Goldie
for Lion Australia



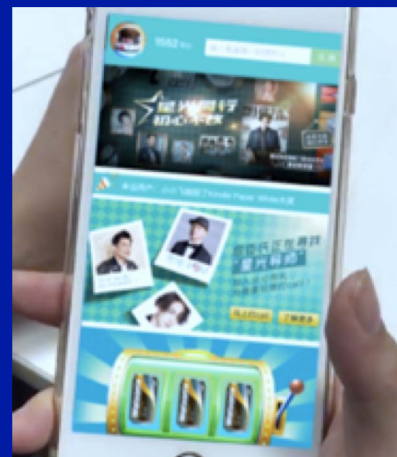
CAMBODIA

Havas Champagne
A Dose of Cath
for United Nations (UNAIDS,
UNFPA)



CHINA

Wunderman Guangzhou
Watson's thirst for loyalty
for Watson's China



2018 DRAGONS OF ASIA





DRAGONS OF ASIA

2018 Best Campaigns by Country

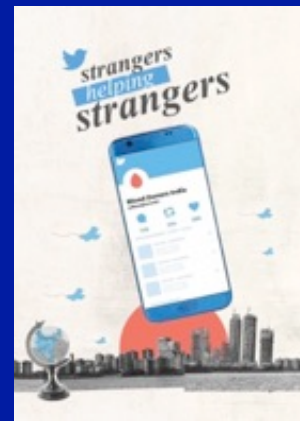
HONG KONG

Geometry Hong Kong
Wish Only The Best
for Pernod Ricard - Martell



INDIA

The Social Street India
Strangers helping Strangers
for Blood Donors India



INDONESIA

IRIS Jakarta
Let's Be Friends Again,
for Lautan Natural Krimerindo
Indonesia



2018
DRAGONS
OF ASIA





DRAGONS OF ASIA

2018 Best Campaigns by Country

JAPAN

Geometry Japan
glo Launch Campaign
for British American Tobacco



MALAYSIA

Dentsu LHS Malaysia
International Wonda Coffee Day
for Etika Malaysia



&

MALAYSIA

Geometry Malaysia
CNY 2018. 'Probably The Most
Victorious Year', for Carlsberg
Marketing Malaysia



2018
DRAGONS
OF ASIA





DRAGONS OF ASIA

2018 Best Campaigns by Country

MYANMAR

TODAY Ogilvy & Mather
Myanmar
Huawei nova2i (I GOT U Music
Activation) #OOOO for Huawei
Mobile Myanmar



NEW ZEALAND

Geometry New Zealand
So Good - Garden of Goodness
for Sanitarium New Zealand



PAKISTAN

Starcom Pakistan
Coke and Edhi (Ramadan)
Bottle of Change
for The Coca-Cola Export
Corporation



2018
DRAGONS
OF ASIA





DRAGONS OF ASIA

2018 Best Campaigns by Country

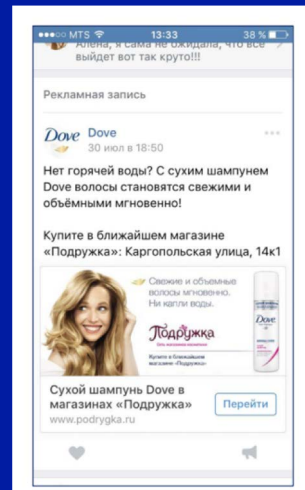
PHILIPPINES

DDB Group Philippines
SM Moments
for SM Supermalls Philippines



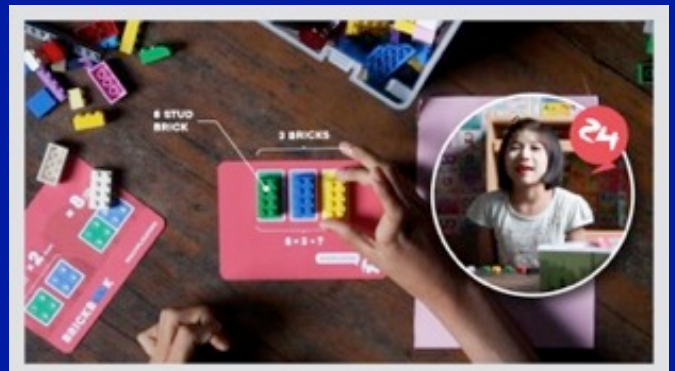
RUSSIA

Initiative Russia
Dove Dry Shampoo
for Unilever Russia



SINGAPORE

Geometry Singapore
Brick Book
for Little Village pre-school
Singapore



2018 DRAGONS OF ASIA



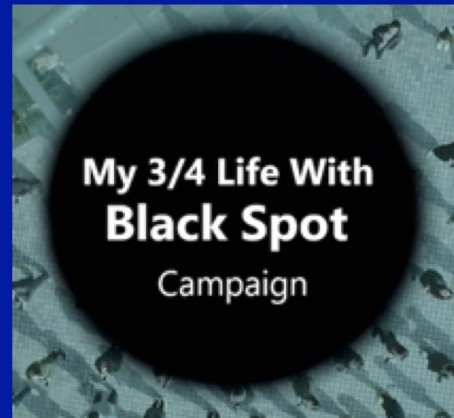


DRAGONS OF ASIA

2018 Best Campaigns by Country

TAIWAN

X-Line Co. Dentsu Group Taiwan
My 3/4 Life With Black Spot
Campaign
for Taiwan Star Telecom



THAILAND

Wavemaker Thailand
Xi'an Troops
for NokScoot Airline Thailand



VIETNAM

Mindshare, InMobi & Moblaze
Vietnam
How Ford Ranger Regained the
Top Spot in Vietnam
for Ford Vietnam



2018
DRAGONS
OF ASIA





DRAGONS OF ASIA

2018 Best Integrated Marketing Campaign

GOLD WINNER

Dentsu LHS Malaysia
International Wonda Coffee Day
for Etika Malaysia

Wonda Coffee launched International Coffee Day launched 4 years ago has become an annual event in Malaysia but competitors soon responded with blocking activities.

Instead of admitting defeat, Wonda raised the bar with a campaign which out-roadblocked competitors with innovative Promotions and support via TGV Cinemas, GRAB cars, Petronas and 7-11 outlets & special 'brewing billboards'.

The 2016 Event gained a spectacular 122% sales increase, 24 share points and a massive RM 1 million in PR value.



SILVER WINNER

Geometry Hong Kong
'Wish Only The Best'
for Pernod Ricard - Martell

BLACK DRAGONS

Havas Champagne Cambodia
Geometry New Zealand
The Brand Brewery India

BRONZE WINNER

Geometry Japan
'glo Launch Campaign'
for British American Tobacco





DRAGONS OF ASIA

2018 Best Marketing Discipline Campaign

GOLD WINNER

Geometry Singapore
Brick Book, for Little Village
pre-school Singapore

Teachers at Little Village, a pre-school in Singapore, developed teacher aids, called 'Brick Books', to teach arithmetic and creativity skills, using 8,000 toy bricks, donated by Singaporean children and offered to underprivileged children in rural Myanmar, with great success.

The bricks, with their tiny studs, multiple colors and interlocking nature, were an ideal hands-on, teaching tool.

The Programme is planned to roll out online, globally.



SILVER WINNER

Geometry Hong Kong
Polo Tour
for Pernod Ricard - Royal Salute

BRONZE WINNER

PHD Taiwan
Skoda CoinciDance Campaign
for Skoda Taiwan

BLACK DRAGONS

Berakar Komunikasi Indonesia
Geometry Australia
Geometry Encompass India
The Max India





DRAGONS OF ASIA

2018 Best Digital Campaign

GOLD WINNER

The Max India
The Art Of Sound, for Karix India

There is a world where lines are not spoken, or heard. Songs are translated by twists of fingers & expressions on a face.

Karix, the world's largest mobile engagement platform created a unique application for the silent world to connect and interact.

With the help of Mind Mapping, an App converted data from their thoughts and with their sounds, created an art form.

More than 50,000 special users have experienced the 'Art of Sound'.



SILVER WINNER

PHD Hong Kong
Rexona's Data-driven Drama, Resolves a Social Stench for Rexona Men. Unilever Hong Kong

BLACK DRAGONS

Geometry Encompass India
Geometry Hong Kong
The Social Street India
The Max India

BRONZE WINNER

OMD Hong Kong
The Green Parents' Data Farm for Wyeth Nutrition Hong Kong





DRAGONS OF ASIA

2018 Best Innovative Idea or Concept

THE GOLD WINNERS

Leo Burnett Malaysia
McCafe InstaBillboard
for McDonald's Malaysia

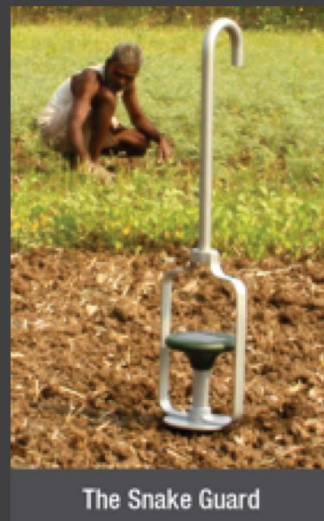
&

The Social Street India
The Snake Guard
for Prasadam Industries India



Every time a McDonald's customer posted a photo of themselves with a McCafe coffee, on #McCafeMoments, their image appeared on McDonald's digital outdoor billboard. Instant fame, for 10 seconds !!

The 'Snake Guard' is an ultrasonic solar powered 'walking stick' device, sends out a burst of sonic waves, every 40 seconds, keeping snakes away and reducing farmer deaths, in rural India.



The Snake Guard

SILVER WINNER

Geometry New Zealand
So Good - Garden of Goodness
for Sanitarium New Zealand

BRONZE WINNER

Initiative Russia
Dove Dry Shampoo
for Unilever Russia

BLACK DRAGONS

Geometry China
Geometry Singapore
Havas Champagne Cambodia
The Social Street India
The Zoo Republic Australia



2018
DRAGONS
OF ASIA





DRAGONS OF ASIA

2018 Best Brand Building and/or Awareness Campaign

GOLD WINNER

Geometry Encompass India
Fortune Foods. Fortune savours
the brave, for Adani Wilmar India

Fortune foods believes there is no substitute for home cooked food and crossed the borders of marketing, reaching where no brand had ever been before.

A group of Mothers of Indian troops stationed on the volatile China/Pakistan border, surprised their sons and daughters, as well as other troops, by cooking their favourite meal, with Fortune products, in an Army canteen.

The touching event was uploaded to social media, reaching 14 million views, strengthening the Fortune brand positioning.



SILVER WINNER

Jagran Solutions India
Dabur Red Tooth Paste Dental Brigade
Dabur India

SILVER WINNER

BBDO Malaysia
Magic Beep for Visa Malaysia

BRONZE WINNER

Leo Burnett Malaysia
Ayam Goreng McD. Delicious Decibels
for McDonald's Malaysia

BLACK DRAGONS

BBDO Malaysia
DDB Group Philippines
Geometry New Zealand
Starcom Pakistan (Brainchild Communications)
TBWA\Singapore
The Max India





DRAGONS OF ASIA

2018 Best B2B or Trade Marketing Campaign

GOLD WINNER

Entropia Malaysia
How Etika Created 3,000 Celebrities with One 'Me'gazine, for Etika Malaysia

Newly rebranded Etika wanted to recast themselves as a next-generation marketing company, by celebrating the Malaysian marketing community, similarly as to how they wanted their brands to celebrate their customer's needs.

3,000 unknowing Marketers received a copy of Marketing Magazine with their image on the cover & a personalised letter inside, celebrating their contribution to the Marketing industry. A link to a Etika brand was also interwoven into each message

The World's first 'Me'gazine'.



SILVER WINNER

Impact Communications India
Philips Vistaar
for Philips India

BRONZE WINNER

BI WORLDWIDE India
Drive2Delight Program
for Tata Motors India

BLACK DRAGONS

Amc Asia! Singapore
Geometry Encompass India
Geometry Malaysia
George P. Johnson China





DRAGONS OF ASIA

2018 Best Event or Experiential Marketing Campaign

GOLD WINNER

Geometry Malaysia
CNY 2018. 'Probably The Most Victorious Year', for Carlsberg Marketing Malaysia

Chinese New Year is big for beer sales and beer stockists become a volatile 'battlefield'.

Carlsberg's Agency Geometry Malaysia, created a promotion whereby shoppers filled their trolleys with groceries for not just for themselves, but also for neighbours and family. They could then win the value of that trolley instantly, by 'swiping a motion sensor bottle cap' game with their hands.

Carlsberg recorded high net profit during 1Q18. The Promotion was "Probably The Most Victorious" for the beer brand.



SILVER WINNER

Geometry New Zealand
So Good - Garden of Goodness
for Sanitarium New Zealand

SILVER WINNER

Trad3mark Malaysia
AIA Vitality - Wellness Festival for AIA Malaysia

BRONZE WINNER

The Brand Brewery India
Mithapur Express for Tata Chemicals India

BLACK DRAGONS

Adbrownies Advertising China
Geometry China
Geometry Hong Kong
Wizcraft International Entertainment India
Wunderman Shanghai China





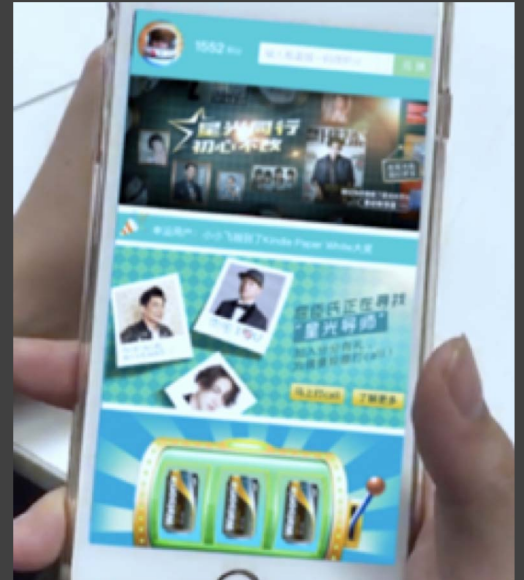
DRAGONS OF ASIA

2018 Best Brand Loyalty Campaign

GOLD WINNER

Wunderman Guangzhou
Watson's Thirst For Loyalty
Watson's China

for



Would a loyalty programme work for Watson's bottled water, against hundreds of generic competitors ?

Wunderman Guangzhou built a Programme using QR codes printed on Watson's Water products & redeemable for gifts. Customers were also encouraged to take part in future Promotions.

To date, 1.3 billion unique codes have driven 4.7 million members to redeem over 350,000 prizes leaving over 1 million phone numbers for future followup.

SILVER WINNER

Geometry Australia
XXXX Goldie for Lion Australia

BRONZE WINNER

FoxyMoron India
Aditya Birla Capital
for Aditya Birla Capital India

BLACK DRAGONS

BI WORLDWIDE India
Edenred China
Initiative Russia
Orion Social Media Malaysia
Wunderman Singapore





DRAGONS OF ASIA

2018 Best Mobile Marketing Campaign

GOLD WINNER

The Social Street India
Strangers helping Strangers
for Blood Donors India

Thousands of Indians die each year because of a lack of blood transfusions. There was a pressing need to bridge the gap between donors and recipients.

The Social Street Agency created BloodDonorsIn, a forum on Twitter, where people in need could reach out to millions of possible donors in a matter of seconds via tweets.

Today, BloodDonorsIn, with 1.9 million followers and an average 6,000 to 8,000 twitter exchanges, a month, is the largest community of blood donors and recipients, where strangers are helping strangers, every single day.



SILVER WINNER

Wunderman Beijing China
Snickers Hungry Student Wanted
for Mars China

BRONZE WINNER

Edelman Malaysia
Shell Emotion Tracking Study
for Shell Malaysia

BLACK DRAGONS

Berakar Komunikasi Indonesia
Geometry Hong Kong
iClick interactive (Beijing) Advertising China
Mindshare, InMobi & Moblaze Vietnam





DRAGONS OF ASIA

2018 Best Social Media or Word of Mouth Campaign

GOLD WINNER

Havas Champagne Cambodia
A Dose of Cath, for United Nations
(UNAIDS UNFPA)

The United Nations tasked Havas Champagne to encourage Cambodians to have safe sex during Valentine’s Day, a peak time for unwanted pregnancies & sexually transmitted diseases. However, sex is a taboo subject amongst Cambodians & content on broadcast media, tightly controlled.

The Campaign involved unique unbranded radio spots involving sound effects of a ‘romantic encounter’. The country’s leading vlogger, Cath, held discussions about safe sex, with her 2 million followers.

The topic was discussed at some 72,000 Valentine’s dates, exceeding the target by more than 10 fold.



SILVER WINNER

Geometry Malaysia
DiGi Borderless
for DiGi Telecommunications Malaysia

BRONZE WINNER

The Social Street India
A Secret Book Launch
for Upendra Namburi India

BLACK DRAGONS

Comzone Cambodia
Consider iProspect Malaysia
Hungama Digital Services India
Geometry New Zealand
The Social Street India





DRAGONS OF ASIA

2018 Best Product Launch or Re-Launch Campaign

GOLD WINNER

Geometry Hong Kong
Wish Only The Best
for Pernod Ricard - Martell

In a sea of millions of red packets and special retail Promotions over every Chinese New Year, Geometry Global Hong Kong combined old and new traditions & re-defined gifting.

They transformed the festive edition Martell Cordon Blue Cognac carton into a 'digital red packet', allowing customers to record a personal CNY message and attach to the 'red packet' carton. Recipients scanned the QR code to watch the message.

Sales of the festive edition Cordon Bleu in airports worldwide, far, far surpassed all expectations.



SILVER WINNER

IRIS Jakarta
Let's Be Friends Again
for Lautan Natural Krimerindo Indonesia

BRONZE WINNER

Jack Morton Worldwide Singapore
Magnum Pints Launch
for Unilever Singapore

BLACK DRAGONS

BBDO Malaysia
Geometry Japan
OMD Hong Kong
Wunderman Shanghai





DRAGONS OF ASIA

2018 Best Brand Trial or Sales Generation Campaign

GOLD WINNER

MediaCom Communications India
Gillette Bachelors Of Shaving,
for Gillette India

For Gillette, MediaCom Communications created the World's Largest College Outreach Programme involving 1500+ Colleges in Indian rural districts, offering students workshops in CV/resume writing, interview advice, counselling as well as grooming tips, involving Gillette Guard razors.

More than 4 million students graduated from the Gillette Bachelor of Shaving programme & thousands secured jobs. Gillette Razor sales and trialling catapulted & market share rose, making Gillette Guard No.1 Razor in India.



SILVER WINNER

Geometry Malaysia
CNY 2018. 'Probably The Most Victorious Year'
for Carlsberg Marketing Malaysia

BRONZE WINNER

Mindshare, InMobi & Moblaze Vietnam
How Ford Ranger Regained the Top Spot in
Vietnam for Ford Vietnam

BRONZE WINNER

Berakar Komunikasi Indonesia
Sprite Ramadan: A Truth in The Truthful Month
for The Coca-Cola Company Indonesia

BLACK DRAGONS

Beijing JUXT Marketing Services China
Heartbeat Creative Lab Taiwan
Geometry Japan
Geometry Singapore
George P. Johnson China





DRAGONS OF ASIA

2018 Best Use of Public Relations

GOLD WINNER

Wavemaker Thailand
Xi'an Troops, for NokScoot Airline Thailand

NokScoot rebranded itself from a low cost domestic airline to a Regional budget airline to promote their Far Eastern network, to growing numbers of Thai travellers.

Xi'an in China was chosen as a test destination, as Thais were familiar with Emperor Qin-Shi-Huang, from Thai dramas.

A group of the General's famous Xi'an 'terracotta army' were brought to life, as living statues & positioned at high traffic Siam Square to create immediate awareness and publicity.

Ticket have sales exceeded all expectations.



SILVER WINNER

Havas Champagne Cambodia
The Road Killer for AIP Foundation Cambodia

BRONZE WINNER

DDB Group Philippines
SM Moments for SM Supermalls Philippines

BLACK DRAGONS

essence Burson-Marsteller Malaysia
MediaCom Thailand
Starcom Pakistan (Brainchild Communications)
Truth Communications Malaysia





DRAGONS OF ASIA

2018 Best Cause, Charity Marketing or Public Sector Campaign

GOLD WINNER

Starcom Pakistan

Coke and Edhi (Ramadan) Bottle of Change for The Coca-Cola Export Corporation

For their Coca-Cola Client, Starcom Pakistan created a national movement to raise funds for the Country's iconic social welfare organisation, the Edhi Foundation, during Ramzan (Ramadan).

A limited edition #BottleofChange label, featuring the Founder, Abdul Sattar Edhi, was created. The public simply placed their donations in the bottle and handed them in at donation centres. Coca-Cola pledged to double all donations collected.

Fuelled by many Pakistani Celebrities, donations increased by almost 60% vs pre-Ramzan projections. Coca-Cola donated 20 million Rupees.



SILVER WINNER

Bullseye DDB Pakistan

Lipton Chotu (Small Kid) for Unilever Pakistan

SILVER WINNER

FleishmanHillard India

Free a Girl India for School for Justice India

BRONZE WINNER

X-Line Co. Dentsu Group Taiwan

My 3/4 Life With Black Spot Campaign for Taiwan Star Telecom

BLACK DRAGONS

Geometry Singapore

Grey Worldwide Malaysia

The Social Street India

Wizcraft International Entertainment India



2018 DRAGONS OF ASIA





DRAGONS OF ASIA

2018 Best Small Budget Campaign

GOLD WINNER

TODAY Ogilvy & Mather Myanmar
Huawei nova2i (I GOT U Music Activation)
#OOOO, for Huawei Mobile Myanmar

The Myanmar mobile phone market is cluttered with brands and deals. The audiences for Huawei Myanmar's, Huawei's new NOVA 2i, are 22-35 year olds who are passionate for underground, indie music & a desire to live on their own terms.

Agency, TODAY Ogilvy & Mather, selected 4 of Myanmar's leading Indie musicians and created a social media campaign featuring specially created music. The Campaign also featured the phone's product benefits.

Sales of the Huawei's NOVA 2i broke sales records.



SILVER WINNER

MullenLowe Shanghai China
Qinyuan Summer Sales O2O Campaign
for Jingjing Zhao China

BRONZE WINNER

Geometry Encompass India
Sunfeast Farmlite Priceless Gifts for ITC India

BLACK DRAGONS

Dentsu LHS Malaysia
Entropia Malaysia
Geometry Vietnam
Idea Foundry Thailand
Wunderman Hong Kong





DRAGONS OF ASIA

2018 Best Use of Media

GOLD WINNER

Dentsu LHS Malaysia
International Wonda Coffee Day
for Etika Malaysia

The Wonda Coffee International Coffee Day launched 4 years ago, has become an annual event in Malaysia. However, competitors soon responded with blocking activities.

Instead of admitting defeat, Wonda raised the bar with a campaign which out-roadblocked competitors with innovative Promotions and support via TGV Cinemas, GRAB cars, Petronas and 7-11 outlets & special 'brewing billboards'.

The 2016 Event gained a spectacular 122% sales increase, 24 share points and a massive RM 1 million in PR value.



SILVER WINNER

Entropia Malaysia
When Wonda turned the Radio Jockeys into
Sales Jockeys for Etika Malaysia

BRONZE WINNER

OMD Hong Kong
Shogun and Tamago Bring the Love Back!
for McDonald's Hong Kong

BLACK DRAGONS

Geometry China
Geometry Hong Kong
PHD Media Malaysia
Starcom Pakistan
The Max India





DRAGONS OF ASIA

2018 Best Entertainment Campaign

GOLD WINNER

George P. Johnson China
Tencent UP, for Tencent China

Tencent has played a big role in shaping China's internet landscape and influencing its culture and mindset.

Tencent aimed to cultivate and influence a positive creative culture in the internet entertainment industry by staging the UP Presentation in Beijing, which assembled globally renowned KOLs from various creative industries to share their ideas and insights.

The 'Neo-Culture Creativity' Event delivered 2.1 billion media impressions, 123 million live broadcast page views and 6.3 million unique views.



SILVER WINNER

OMD Malaysia
McCafe Mocha Kau Bahagia
for McDonald's Malaysia

BRONZE WINNER

Wavemaker Thailand
Make it happen MV
for L'Oreal Thailand

BLACK DRAGONS

Naga DDB Tribal Malaysia
The Max India





DRAGONS OF ASIA

2018 Marketing Communications Industry Ranking Ladder

Entrant	Points
The Social Street India	39
Geometry Hong Kong	33
Dentsu LHS Malaysia	31
Geometry Malaysia	30
Havas Champagne Cambodia	24
Wunderman China	24
Entropia Malaysia	23
Geometry Encompass India	23
Wavemaker Thailand	20
Leo Burnett Malaysia	20
The Max India	20
Geometry Singapore	18
Starcom Pakistan	18
Geometry New Zealand	17
George P Johnson China	17
MediaCom Communications India	15
TODAY Ogilvy & Mather Myanmar	15

Minimum score 15 points.

Points Awarded: Gold Dragon: 15, Silver Dragon: 7, Bronze Dragon: 5 & Black Dragon: 1.



2018 Black Dragon Winners

Black Dragon Certificates are awarded to those Entries whose scores settle immediately below the Bronze recognition level. (listed in Entrant alphabetical order)

Best Integrated Marketing Campaign

Entrant	Campaign	Client
Havas Champagne Cambodia	The Road Killer	AIP Foundation Cambodia
Geometry New Zealand	So Good. Garden of Goodness	Sanitarium New Zealand
The Brand Brewery India	Mithapur Express	Tata Chemicals India

Best Marketing Discipline Campaign

Entrant	Campaign	Client
Berakar Komunikasi. Indonesia	Frestea X Line. The First Ramadan Chat Story	The Coca-Cola Company Indonesia
Geometry Australia	XXXX Goldie	Lion Australia
Geometry Encompass India	Fortune Foods. Fortune Savours the brave	Adani Wilmar India
The Max India	The World's First Shade Carousel Conveyor Belt	Nerolac India

Best Digital Campaign

Entrant	Campaign	Client
Geometry Encompass India	M.O.D.I.FEST	Government of India
Geometry Hong Kong	The Sound Lab	Huawei Hong Kong
The Social Street India	Strangers helping Strangers	Blood Donors India
The Max India	Beautifying India's Streets	Western Union India

Best Innovative Idea or Concept

Entrant	Campaign	Client
Geometry China	Power of Venting	Mr.Juicy China
Geometry Singapore	Brick Book	Little Village pre-school. Singapore
The Social Street. India	The Snake Guard	Prasadam Industries India
The Zoo Republic Australia	Canon Print Assist	Canon Australia
Havas Champagne Cambodia	A Dose of Cath (UN)	United Nations (UNAIDS, UNFPA)

Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Client
BBDO Malaysia	Magic Beep	Visa Malaysia
DDB Group Philippines	SM Moments	SM Supermalls Philippines
Geometry New Zealand	So Good - Garden of Goodness	Sanitarium New Zealand
Starcom Pakistan (Brainchild Communications)	Tang Recipes	Mondelez International Pakistan
TBWA\Singapore	The Magic Pen	Singapore Airlines
The Max India	The Art of Sound	Karix India

Best Business to Business or Trade Marketing

Entrant	Campaign	Client
Amc Asia! Singapore	adidas 18Q3 Trade Meeting	adidas China
Geometry Encompass India	Operation Ready Stock Go	Hindustan Unilever
Geometry Malaysia	Chinese New Year 2018. 'Probably The Most Victorious Year'	Carlsberg Marketing Malaysia
George P. Johnson. China	Bacardi Legacy Cocktail Championship	Bacardi Legacy Cocktail Championship China

Best Event or Experiential Marketing Campaign

Entrant	Campaign	Client
Adbrownies Advertising China	CLP Multi-purpose Promotion Vehicle	CLP Power Hong Kong
Geometry China	The Stress Scale	Fullshare Top China
Geometry Hong Kong	Allergies Prevention Quest	Nestle Hong Kong
Wizcraft International Entertainment India	Grace Hopper Celebration India 2017	AnitaB.org India
Wunderman Shanghai China	Fendi Peekaboo	Fendi China

Best Brand Loyalty Campaign

Entrant	Campaign	Client
BI WORLDWIDE India	Guru Program	Tata Motors India
Edenred China	Haagen-Dazs Mechanism Revamp	Haagen-Dazs China
Initiative Russia	AXE Cybersport	Unilever Russia
Orion Social Media Malaysia	Dreamworks KouKou	7-Eleven Malaysia
Wunderman Singapore	myAudiworld CRM Programme	Audi Singapore

Best Mobile Marketing Campaign

Entrant	Campaign	Client
Berakar Komunikasi Indonesia	Sprite A Truth in The Truthful Month	The Coca-Cola Company Indonesia
Geometry Hong Kong	Wish Only The Best	Pernod Ricard - Martell
iClick interactive (Beijing) Advertising China	Data enables Nissan move from ROI to Business Intelligence	Nissan China
Mindshare, InMobi & Moblaze Vietnam	How Ford Ranger Regained the Top Spot in Vietnam	Ford Vietnam

Best Social Media or Word of Mouth Campaign

Entrant	Campaign	Client
Comzone Cambodia	Galaxy A8 Digital Campaign 2018	Samsung Cambodia
Consider iProspect Malaysia	Abbott Mommy Scoop	Abbott Nutrition Malaysia
Hungama Digital Services India	Launch of Passion Made Possible	Singapore Tourism Board
Geometry New Zealand	So Good - Garden of Goodness	Sanitarium New Zealand
The Social Street India	Strangers helping Strangers	Blood Donors India

Best Product Launch or Re-launch Campaign

Entrant	Campaign	Client
BBDO Malaysia	Goodness feeds Greatness	Fernleaf Malaysia
Geometry Japan	glo Launch Campaign	British American Tobacco
OMD Hong Kong	Shogun and Tamago Bring the Love Back!	McDonald's Hong Kong
Wunderman Shanghai	Fendi Peekaboo	Fendi China

Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Client
Beijing JUXT Marketing Services China	Life-space 1 vs 10000 Campaign	Evolution Health China
Heartbeat Creative Lab Taiwan	Dream Cloud Campaign	HeySong Taiwan
Geometry Japan	Daily Wings Campaign	Red Bull Japan
Geometry Singapore	Journey of Flavours	Treasury Wine Estate Singapore
George P. Johnson China	Bacardi Legacy Cocktail Championship	Bacardi Legacy Cocktail Championship China

Best Use of Public Relations

Entrant	Campaign	Client
essence Burson-Marsteller Malaysia	Proud Supporter of Dreams Campaign	Prudential Assurance Malaysia Berhad (PAMB)
MediaCom Thailand	Songkran Nah Nah	ThaiHealth Thailand
Starcom Pakistan (Brainchild Communications)	Say It With Cadbury	Mondelez International Pakistan
Truth Communications Malaysia	#PerfectTogether	Mission Foods Malaysia & Emborg Malaysia

Best Cause, Charity Marketing or Public Sector Campaign

Entrant	Campaign	Client
Geometry Singapore	Lifetime Experiences	Touch Community Services Singapore
Grey Worldwide Malaysia	Unforgettable Bag	Tesco Malaysia
The Social Street India	The Snake Guard	Prasadam Industries India
Wizcraft International Entertainment India	26.11 Stories of Strength	Indian Express India

Best Small Budget Campaign

Entrant	Campaign	Client
Dentsu LHS Malaysia	Pin-Pin The Pinata	Abbott Laboratories Malaysia
Entropia Malaysia	Reliving Chinese New Year tradition with Pepsi	Etika Malaysia
Geometry Vietnam	Touch your Toes Challenge	LANUI Vietnam
Idea Foundry Thailand	Fun-O Double Biscuit Launch	URC Fun-O Double Thailand
Wunderman Hong Kong	Lego For Innovative Girls	Lego Hong Kong

Best Use of Media

Entrant	Campaign	Client
Geometry China	The Stress Scale	Fullshare Top China
Geometry Hong Kong	Polo Tour	Pernod Ricard - Royal Salute
PHD Media Malaysia	Mission Hijack	Volkswagen Malaysia
Starcom Pakistan	Coke and Edhi (Ramadan) Bottle of Change	The Coca-Cola Export Corporation Pakistan
The Max India	The World's First Shade Carousel Conveyor Belt	Nerolac India

Best Entertainment Campaign

Entrant	Campaign	Client
Naga DDB Tribal Malaysia	XUAN Web Drama May I Love You	MESAT Broadcast Network System Malaysia
The Max India	The Retired Typist	Allied Blenders and Distillers India

Congratulations to all our Winners !



**2018
DRAGONS
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